

Press Release



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United Way Makes Significant Strides in Fight Against Local Poverty in Tandem With Five Percent Jump In Annual Fundraising Campaign

Generous community donates \$38.1 million – first Bay Area Campaign increase in seven years

SAN FRANCISCO, August 31, 2006 – United Way of the Bay Area (UWBA) today announced that investments from its Bay Area Community Fund during 2005 made measurable strides to fight local poverty and strengthen vital community services. UWBA also reported that its 2005 fundraising campaign generated \$38.1, a 5% increase over 2004 and the first campaign increase since 1998.

Delivering Community Impact

United Way invests its Bay Area Community Fund (BACF) in more than 250 local programs that fight poverty and create opportunities for children, youth, families and neighborhoods to thrive. During the 2005 campaign, donors contributed \$14.5 million to the BACF to support United Way's community work. Examples of BACF achievements during the last year include:

- **Launch of 2-1-1** -- In March 2006, UWBA launched 2-1-1 phone service in San Francisco, an easy-to-remember phone number, which connects people in need -- as well as individuals seeking to help -- with community service providers. United Way is now working to promote and establish 2-1-1 service throughout the Bay Area.
- **Earn It! Keep It! Save It! Bay Area** – Led by UWBA, this coalition helped 19,955 low-wage families claim more than \$20.3 million in refunds during the 2006 tax season through its free tax return preparation service and asset-building programs.
- **Health Insurance Access** – UWBA investments connected 19,607 individual and families with health insurance programs in 2005, bringing United Way's four-year regional total to 95,119 enrollments.
- **Youth Violence Prevention** – United Way is helping local youth succeed by creating safer learning environments. Last year, 9,011 youth participated in violence prevention programs supported by United Way's Bay Area Community Fund.

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- **Early Literacy** – United Way’s support of Raising A Reader is helping kids enter kindergarten ready to learn. Last year, UWBA investments helped 10,940 children in Bay Area childcare classrooms build critical early literacy skills so they can succeed in school and life.

“Fighting poverty and improving lives for the long-term is an ongoing, complex discipline, of which our fundraising campaign is one facet,” said United Way CEO Anne Wilson. “United Way works year-round to educate people about community needs, while collaborating with individuals and organizations to effectively address our community’s most pressing problems. The continued, strong support of our Community Fund demonstrates that donors recognize the fund as an ideal way to maximize the impact of their charitable investments.”

2005 Campaign Highlights

The \$38.1 million raised during United Way’s 2005 campaign includes donations from individuals, as well as the results of fundraising partnerships between United Way and more than 520 workplaces in Alameda, Contra Costa, Marin, Napa, San Mateo, San Francisco and Solano Counties. Each year, more than 75,000 individual contributors give back to the community through the UWBA campaign.

The 2005 campaign total includes donations to United Way’s Bay Area Community Fund and contributions designated to other charities by donors. All reported figures are subject to audit for confirmation.

“The extraordinary level of giving in this year’s campaign shows that United Way is delivering on its mission: to be the catalyst that enables people to strengthen their communities by investing in one another,” said Joyce Taylor, 2005 campaign chair and senior vice president at AT&T.

UWBA Chief Development Officer Susan Jacobson credits the 2005 campaign’s success to the strength of United Way’s volunteer campaign leadership team.

“Bay Area donors can be proud to know that our 5% campaign increase outpaced campaigns at most United Ways around the country,” said Jacobson. She noted that of the 50 largest Bay Area workplace campaigns, 31 matched or exceeded the amount they raised last year. Other highlights of the 2005 campaign, which concluded on June 30, include:

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- **Strong continued workplace campaigns** and corporate gifts from such companies as McKinsey & Company, Inc. (128% increase), Pepsico Beverages and Foods (120% increase), Pillsbury Winthrop Pittman Shaw (107% increase), Johnson & Johnson Companies (58% increase), Callan Associates, Inc. (53% increase), Clorox Company (47% increase), Contra Costa Newspapers, Inc. (40% increase), Merrill Lynch (32% increase), Tesoro (29% increase), Kohlberg Kravis Roberts & Co. (26% increase), Albertson's Stores (19% increase), Wells Fargo (16% increase), Valero (13% increase), and Chevron (10% increase) were integral to United Way's success.
- The **Bank of America Leadership Challenge** generated \$451,283 in new donations in just six months, inspiring 475 individuals to give at the Leadership Level (\$1,000 or above) for the first time.
- The **Combined Federal Campaign**, the region's largest public sector campaign, representing over 70,000 federal employees, raised \$4.4 million.
- UWBA's **Hurricane Katrina Fund**, established one-day after Katrina hit the Gulf Coast, raised \$149,000 to benefit storm victims.

The 2006-7 UWBA campaign officially kicks off on September 10 with Week of Caring, the largest one-week mobilization of volunteers in the Bay Area, which last year matched 4,100 volunteers from local workplaces with community projects. Claire McAuliffe, a partner with Hodge/Niederer/Cariani Executive and Board Search will chair the 2006 campaign.

About United Way of the Bay Area

United Way of the Bay Area (UWBA) is a nonprofit organization dedicated to community impact. UWBA serves Alameda, Contra Costa, Marin, Napa, San Francisco, San Mateo and Solano Counties. Our mission is to be the catalyst that enables people to strengthen their communities by investing in one another. Through the Bay Area Community Fund, United Way supports more than 250 local programs that fight poverty and create opportunities for children, youth, families and neighborhoods to thrive. In San Francisco, United Way 2-1-1 is an easy-to-remember phone number that connects people in need - - as well as individuals seeking to give -- with community services. United Way's introduction of 2-1-1 in San Francisco is the first step in plans to promote and establish 2-1-1 service throughout the Bay Area. For more information, visit www.uwba.org.

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